



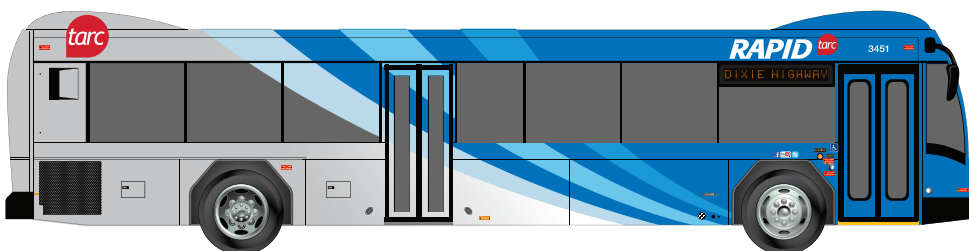
Bus Rapid Transit



TARC's Route 18, which serves the Dixie Highway corridor, is the area's best-performing bus route, carrying an average of more than 4,000 riders daily. However, high demand for service combined with traffic congestion along the corridor often causes delays to scheduled stops.

The launch of Louisville's first bus rapid transit line will improve speed, service, reliability and transform the look and feel of the Dixie Highway Corridor. This system, which eventually could be expanded to other parts of TARC's service area, will include:

- 37 distinctive bus-rapid transit stops along the length of the Dixie Highway corridor
- TARC-designated queue-jump lanes make it safer and easier for buses to pass through intersections
- A Traffic Signal Priority system connected with the Intelligent Transportation System, which allows buses to communicate with traffic signals
- Newly branded buses designated for the Dixie Highway corridor
- Sidewalk improvements to improve access to bus rapid transit stations
- Eight new buses



BRT Benefits

- An innovative, high-capacity public transit solution
- Reliable, fast, permanently integrated system of buses
- Unique identity
- Improves safety and mobility along the corridor
- Improves traffic flow, reduces travel time
- Improves access to jobs and education
- Supports better quality of life
- Provides environmental benefits
- Efficient, reliable, faster travel

Dixie Corridor

- 15 miles of new TARC service - from Valley Station to Downtown
- 37 distinctive TARC stations and stops
- 15 min frequency all day
- Real time information to customers
- Queue jump lanes at some intersections
- Improved pedestrian and ADA access: sidewalks, crosswalks and new streetscape
- Integration with bike, pedestrian, and connections with other TARC routes